



**Missouri Travel Barometer  
September 2014 Report  
(Data available as of 10/15/14)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, “How is tourism doing statewide?” Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri’s tourism industry and are indicators of its health.

**September Report Highlights**

**Lodging Statistics: 2014 Calendar Year to Date through August**

According to Smith Travel Research, Missouri’s statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in Occupancy, ADR, and RevPAR while other states are showing strong growth in Demand.

**Missouri Lodging:**

Demand up 4.9% -- Occupancy up 5.2% -- ADR up 5.3% -- RevPAR up 10.8%

**SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through July**

- For FY14, a 4.6% (\$511.5 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports.
- In CY14, a 4.4% increase (\$289.7 million) is indicated from preliminary reports on 17 SICs for January through July

**Website Visits: 2014 Calendar Year to Date through September**

- Total web visits (main site and mobile visits) were up 26.7% for Sept CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits) were up 32.9% for Sept 2014 compared to Sept 2013

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through September**

- 91,861 for 2014 CYTD – an decrease of 36.7% due to an one time addition of 61K Conservationist leads in April 2013
- For the month of September only compared to last September, there was a 3% decrease

**Welcome Center visits: 2014 Calendar Year to date through September**

- On direct comparison for CY 2014 the centers are down 7.4% for Sept CYTD compared to the same period in 2013.
- With the new Conway centers added for 2014 only, centers are up 14.9% (Conway counts N/A for 2013).

**Commercial airport deplanements: 2014 Calendar Year to Date**

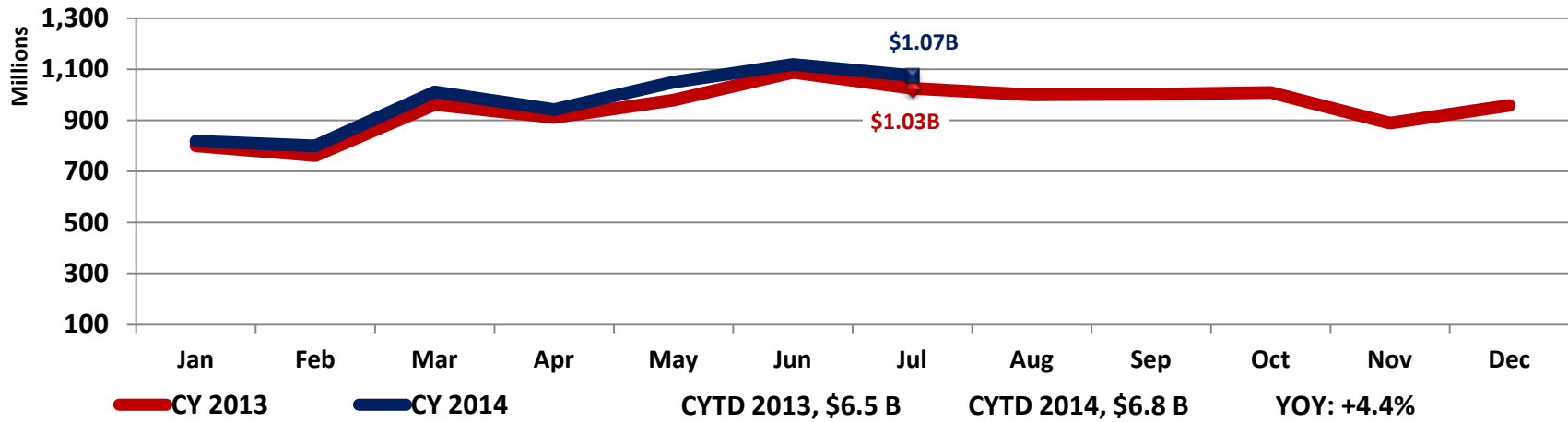
- KC up 3.6% for Jan-August 2014 CYTD
- Columbia and Springfield both up over 10% for Jan-August CYTD

**nSight-Searches and Bookings on third-party travel websites**

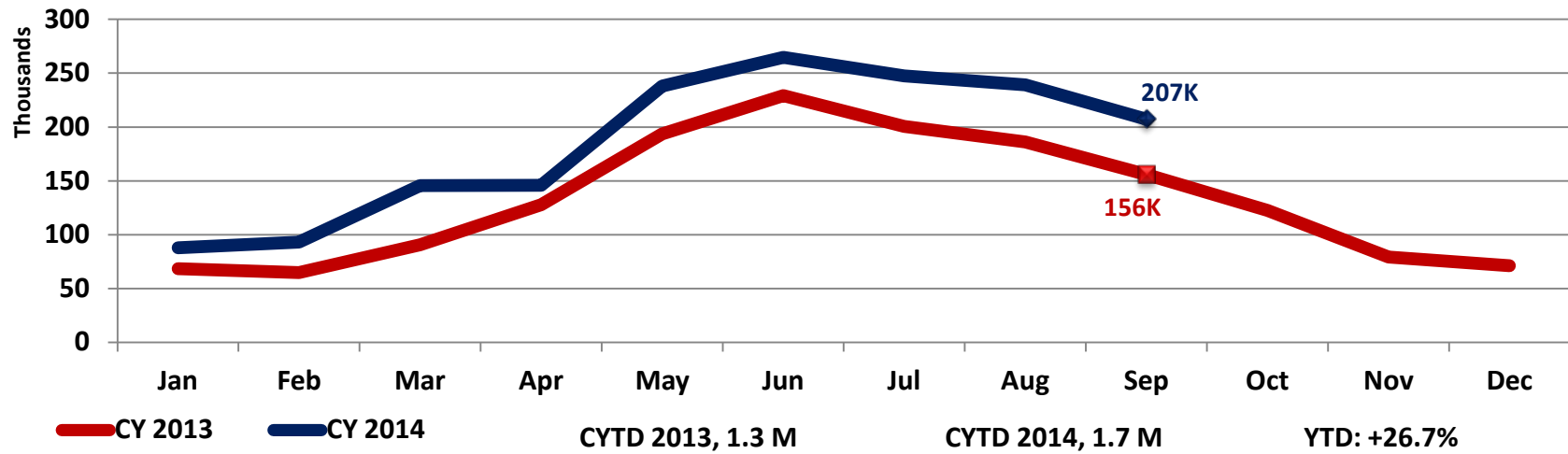
- Demand for travel to Missouri across third-party sites was **up 16.6%** in September (MOM)
- Top **Converting (Booking) Markets** are New York, Los Angeles, Chicago, Seattle, and Boston
- The Southeast region is generating the majority of interest for Missouri and its competitor markets for September-October with 28% of looks and 25% of books

*Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight*

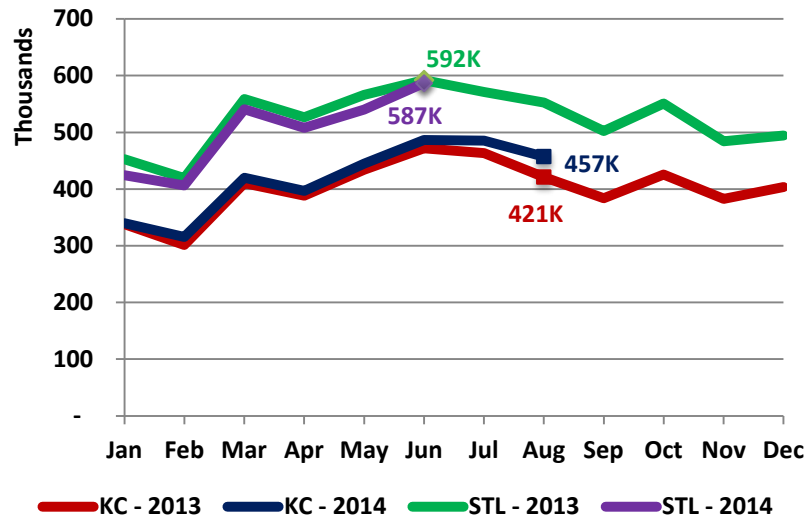
### Sales Revenue from 17 Tourism SICs



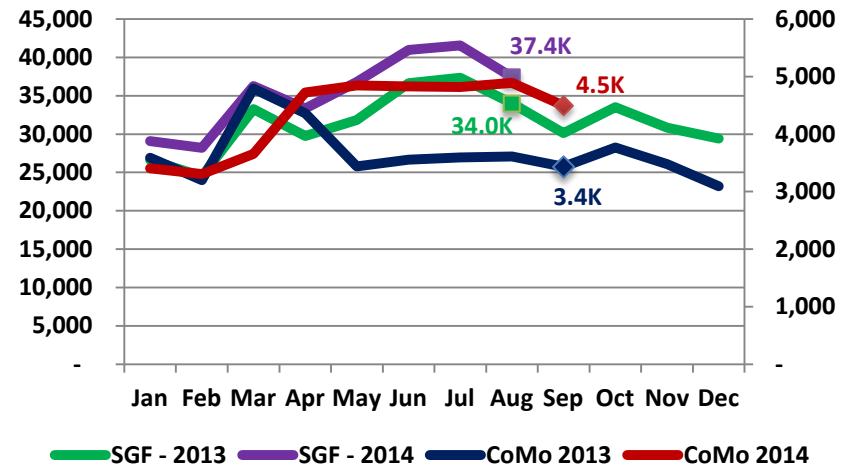
### Total Web Visits



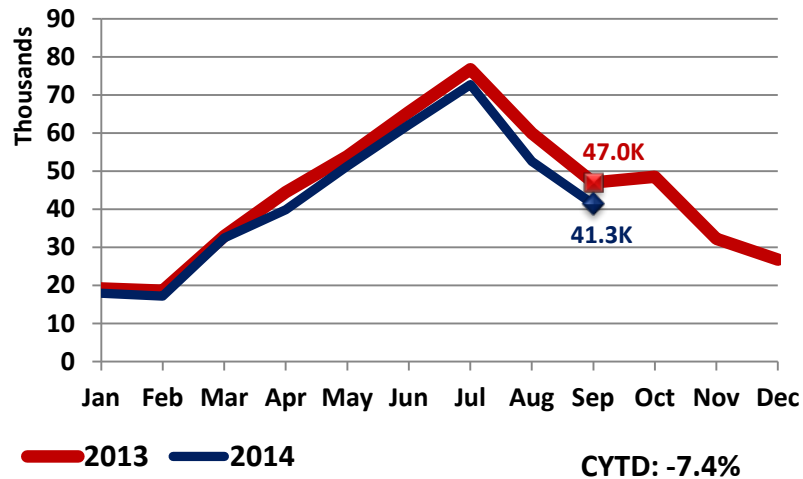
### KC & STL Airport Deplanements



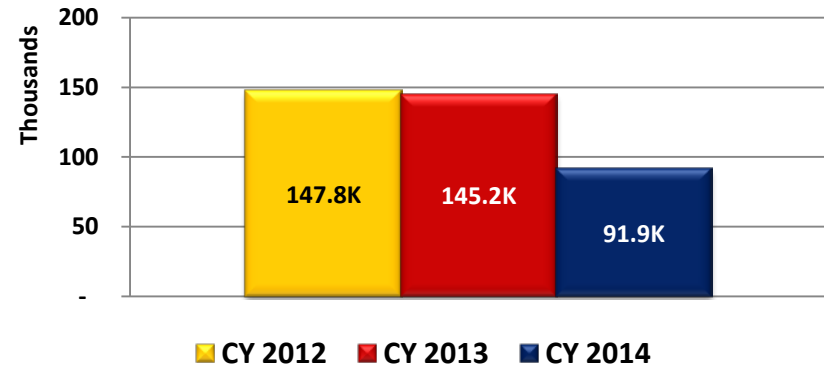
### Springfield (L) & Columbia (R) Airport Deplanements



### Welcome Center Visitors



### CYTD Responses thru September



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.